

# NATIONAL CANNERS ASSOCIATION INFORMATION LETTER

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No. 447

Washington, D. C.

March 26, 1932

## SALES TAX DEFEATED

The House of Representatives on March 24 defeated the manufacturers excise tax in the revenue bill (H. R. 10236) by a vote of 223 to 153.

Acting Chairman Crisp of the Ways and Means Committee announced that he would call the committee together on March 25 to recommend additional special excise levies to yield the revenue which the sales tax was estimated to yield.

## NOTICE OF HEARING ON McNARY-MAPES AMENDMENT

The letter quoted below has been mailed by the Department of Agriculture to all canners, accompanied by a detailed statement of the changes the Department contemplates in the standards and regulations that have been promulgated under the McNary-Mapes Amendment.

### "TO WHOM IT MAY CONCERN:

"By authority of the Secretary of Agriculture, the Food and Drug Administration announces that it will hold a public hearing on Thursday, April 14, 1932, at 10 a. m., for the purpose of giving all interested parties, whether they be canners, distributors or consumers, an opportunity to discuss and comment upon the enclosed changes in standards and regulations under the McNary-Mapes Amendment and make such suggestions for their amendment or modification as may seem proper. The hearing will be held in the conference room of the main Department of Agriculture building, second floor, central section, Washington, D. C., and will be continued as long as may be necessary to give time for full discussion. Those who are unable to attend in person are invited to submit written comments, addressed to the Food and Drug Administration, Washington, D. C. They should be submitted not later than the date set for the hearing.

"Following this hearing final consideration will be given by the Department to the formulation of the standards and regulations in revised form and they will then be promulgated under the authority of the Secretary. According to the amendment, a period of ninety days will then elapse before the revised standards and regulations become effective."

## PROPOSED AMENDMENT TO THE FOOD AND DRUGS ACT

Senator McNary has introduced a bill, S. 4104, which is evidently intended as a substitute for S. 3540, which was discussed on page 2839 of the Information Letter of February 20th. Evi-

dently with the introduction of this bill, the former bill (S. 3540) will be dropped. The new bill leaves unchanged the export provision in Section 2 of the Act, which the former bill proposed to eliminate. In other respects, the two bills are identical.

It will be noted, as stated in the Information Letter of February 20th, that it is proposed to increase the fine for the interstate shipment of adulterated or misbranded food to "not less than \$1,000.00."

#### LATEST NEWS FROM THE ADVERTISING FRONT

Requests for booklets continue to pour in, as a result of the newspaper advertising campaign for Canned Foods. Since last week's Information Letter thousands more have been sent out. The number of booklets mailed now reaches the tremendous total of over 117,141 in less than 6 weeks.

#### APRIL MERCHANDISING MANUAL PARTICULARLY INTERESTING

Coupons and booklets prove that there is a real interest in the advertising and in canned foods subjects. But what actual sales results has the advertising produced? For the answer, turn to your April Merchandising Manual which you will receive in a day or so from the Cannery Advertising Committee. It is particularly interesting, not only for its many new merchandising ideas, its proofs of April advertising, its cuts and mats of dealer ads, but because it contains many sales reports from the field—from retailers, wholesalers, brokers and cannerymen. Here are a few of the comments.

#### RETAILERS SAY:

"We have made a careful check on the results obtained and report an increase in sales of 25 per cent above normal volume in canned goods. Canned goods are featured in all of our stores, each week's advertisement is posted, window displays are dominated by canned goods, as are the interior displays. The tie-up advertising which we have used produced results far in excess of expectations."

"Our canned goods sales have increased approximately 30 per cent. We are posting the advertisements and using display."

"Sales unusually good last thirty days. Approximately 15 per cent increase over same period last year."

"The last thirty days have shown a tremendous increase in the sale of all canned goods. Our sales of canned goods are up 50 per cent over same period last year."

"We sold through the recent advertisement running the same day as the National Cannery Association copy over 1,000,000 cans."

"Sold 50 per cent more canned goods than I would normally sell in the same length of time."

"I have sold 25 per cent more canned goods in the last two weeks than I ever have in the same length of time. Have maintained windows and several displays since the N. C. A. copy started."

"Sold over 300 cases directly from canned foods ad. Canned goods have sold at increase of 35 to 100 per cent."

"Very decided increase, so much so that it was commented upon by store managers at last meeting. We are pushing sale of canned goods in cooperation with advertising."

"We have never known canned goods to move so well as during past month."

#### WHOLESALESALES SAY:

"We have noticed a marked increase in the sales of canned foods during the last two weeks."

"Canned goods sales have greatly increased since this campaign started. Have used broadsides of these different ads in window displays. Also used them at weekly salesmen's meetings. We are getting good results from specials each week through the trade and note larger sales, particularly on better grade of canned goods. The local tie-ups are of great benefit."

"We are ahead of last year and believe the campaign has helped."

"My reaction to this campaign is that it has been a remarkable success, and that sales of all brands of canned goods have already increased tremendously. This is due to the fact that we have been behind this campaign from the start and will continue to take advantage of this advertising."

"We have experienced increase in sale of canned goods since this campaign started. Since this campaign has started we have specialized on canned products each week for a Saturday special with good results."

#### BROKERS SAY:

"The National Canners Association advertising has helped me increase my business on canned goods. One of the companies that I represent is advertising on the same page with the canner's copy, and this has been a great help."

"The campaign seems to be a complete success. Canned goods sales for me have picked up recently. A great deal of this I attribute to the Canner's advertising."

"Have had a better volume of business in canned products this year than last year. But for the Canners advertising sales would have been much worse."

"We have had approximately a 20 per cent increase in canned foods sales."

#### CANNERS SAY:

"Our sales in cases are 50 per cent ahead of last year and we believe our stock will be entirely cleaned out before new pack is ready. We are convinced the Canners advertising campaign is responsible for this increase."

"The educational feature of the advertisements has been attracting a great deal of attention among Detroit housewives. These questions and answers, in my opinion, are proving a great help to canned goods sales because they are clarifying many ideas housewives have heretofore entertained regarding canned foods."

"Sales on canned goods in the last month have been better than in the same period in 1931."

Of course not all reports received from the field are so enthusiastic. But the concerns stating they have noticed little

or no sales increase, are in most cases those which have not made any special effort to capitalize on the N. C. A. advertising by tying up with it.

#### HAVE YOU REPORTED IN YOUR TERRITORY?

How is the campaign going in your territory? Drop a line to C. P. Pelham at 49 West 45th Street, Merchandising Division of the Cannery Advertising Committee. Tell him how things are going so he can circulate the good news.

#### RATES ON CANNED GOODS FROM GREEN BAY, OCONTO AND STURGEON BAY

The Interstate Commerce Commission, by its order entered March 14th in I. & S. Docket No. 3401, Canned Goods in Southern Territory, has authorized the establishment and maintenance of the lowest rates applicable for the transportation of canned goods, in carloads, over any line or route from and to Green Bay, Oconto, and Sturgeon Bay, Wisconsin; and to maintain higher rates from, to and between intermediate points; provided that the present rates from, to, and between said higher-rated intermediate points shall not be increased except as authorized by the Commission, and shall in no case exceed the lowest combination of rates subject to the interstate commerce act.

#### AMENDMENT PROPOSED AUTHORIZING PACKING OF OLEOMARGARINE AND ADULTERATED BUTTER IN TIN

On March 18th Congressman Purnell, of Indiana, introduced H. R. 10646, a bill authorizing the packing of oleomargarine and adulterated butter in tin and other suitable packages. This bill proposes to amend Section 6 of the act entitled "An act defining butter, also imposing a tax upon and regulating the manufacture, sale, importation, and exportation of oleomargarine."

#### COLD WAVE DAMAGE TO SOUTHERN VEGETABLES

The period of unusually low temperatures from about March 4 to 15 caused serious damage to vegetables and truck crops throughout the south, according to the Division of Crop and Livestock Estimates of the U. S. Department of Agriculture. The major effects so far evident in reports from the field are the expected delay in crop movement to market and the varying possibility of reduced yields due to impaired stands and injury to plants. Considerable replanting of the less hardy vegetables will be necessitated in commercial areas and in home gardens. Latest reports indicate that the cold spell will not have a generally curtailing effect upon the 1932 acreage plans

and planted acreage but will cause some reduction where matured crops were frozen out, where it is too late to replant or where finances cannot be secured for additional seed or plants.

In reports made during or immediately after such a period of low temperatures, it is impossible to present specific estimates of the crop losses that will result from the widespread damage. The scope and the general effect of the freezes and attendant weather conditions upon the various crops are being investigated and reported to the Department of Agriculture. The essentials of the latest reports are briefly as follows:

**ASPARAGUS.**—Freezing weather stopped cutting of crop in South Carolina and Georgia for perhaps a week or ten days, or until weather moderates.

**SNAP BEANS.**—Most damage reported from Texas, Louisiana, Alabama and Florida where large part of crop was above ground and well advanced. Much of the acreage appears to be killed outright and replanting will be necessary. All beans reported killed or at least seriously injured in north Florida and south to Polk and Hillsborough counties up to March 14. Growing acreage in Texas almost a complete loss and will have to replant where possible. North Texas acreage was not up at time of freeze. Lower Valley crop had been moving for more than a month but very heavy damage to remaining crop. Few plants were up when freezes occurred in Mississippi, Georgia and the Carolinas and damage was consequently much smaller in these states. All areas report plans to replant but it is not likely the full acreage loss can be restored. Reports indicate that prolonged cold weather may have affected germination of later plantings although they now appear to have escaped any injury. May be several weeks before production prospects can be reasonably determined.

**BEETS.**—Very few reports of serious damage to beets. Appreciable injury reported to early beets at Norfolk, Va., and at Wilmington, N. C., and heavy loss at Beaufort, N. C. A little damage to beet tops in Corpus Christi area, Texas.

**CABBAGE.**—Cold spell will cause some delay, ten days to two weeks in some areas, but crop has apparently not suffered a great amount of damage. Virginia and North Carolina report some injury to plants. Mississippi reports a possible 20 per cent loss of plants, with heaviest damage to more advanced plantings. Nearly all of the acreage had been set and it may be difficult to secure enough plants to replace those lost. Freeze caused little damage in Texas; in fact, is considered of some benefit in checking insects.

**CARROTS.**—Little damage to Texas crop. Reported materially damaged at Wilmington, N. C. Early plantings damaged in Norfolk area; will be replanted.

**GREEN CORN.**—The crop in the Lower Valley of Texas was heavily damaged. Much of the acreage that was up and coming in other parts of Texas and in Louisiana and Alabama was cut back by freezes. A large part is expected to be replanted. Movement will be delayed and early shipments limited.

**PEAS.**—Reported badly damaged (from 25 to 60 per cent in various areas) with possibility of some come-back if weather is favorable. Yields

will be affected in any event. Many fields will have to be planted all over, but full acreage will probably not be regained. Crop has been greatly delayed by cold spell. Greatest injury apparently in Mississippi and Alabama, especially the latter where acreage was far advanced and crop beginning to move. Less severe injury in Georgia, Virginia and the Carolinas but quite heavy in spots.

**PEPPERS.**—Cut to ground in parts of northern and central Florida. Acreage will largely be reset. Texas and Louisiana crops also injured.

**SPINACH.**—Slight damage, if any, in Texas. Cold weather may have been beneficial, in fact, by checking seed stem development and prolonging crop for harvest. The Virginia crop was damaged at least 10 per cent and will be delayed about one week. Rain following the freeze will tend to reduce damage somewhat.

**TOMATOES.**—The south Texas crop appears to have suffered considerably. Protective steps were taken and quite a number of plants saved. In central and east Texas, some damage to plants in cold frames is reported; however, the damage will show up mostly in a delayed season. Florida reported rather light injury up to March 12, except on Terra Ceia Island, Manatee County, where wind and high tide destroyed from 150 to 200 acres. On March 13, however, a severe freeze caused heavy damage to the crop in northern and central Florida. In Mississippi, plants already set in the field were killed but most of them were still in the cold frames, and these are believed to be enough to take care of the acreage originally intended for planting.

#### TRUCK CROP ACREAGE AND PROSPECTS

Following are summaries from the March 18 reports of the Division of Crop and Livestock Estimates:

**PEAS.**—Recent intention-to-plant reports indicate that the second group of intermediate states, Maryland and New Jersey, will reduce their acreage of green peas 8 and 4 per cent, respectively, below last year's acreage. Two late states, Colorado and New York, report expected increases of 30 and 14 per cent, respectively, or an average for the two states of 22 per cent. No data are available for the Pacific Northwest states.

While the acreages previously reported for the earlier groups of states are repeated in this report, the recent freeze damage in the South may cause some changes which can not now be estimated.

**TOMATOES.**—An increase of 2 per cent over 1931 is expected in the acreage to be planted to tomatoes in the second early group of states. There are indicated increases of 8 per cent in Louisiana, 25 per cent in South Carolina and 3 per cent in sections of Texas not previously reported. Mississippi expects to have the same acreage as last year and Georgia 40 per cent less acreage.

Reports from the intermediate group of states point to a 3 per cent increase in the intended acreage for that group. The indicated decreases for Missouri, North Carolina, southeast Ohio and Tennessee are more than offset by the increases expected in Arkansas, California (summer crop), Union County, Illinois, Maryland, and New Jersey. Virginia will probably have the same acreage as last year.

Most of these acreage intention reports were gathered prior to the recent period of heavy freezes in the South. Although this development



may partly affect the proposed plans, conditions are now too unsettled to form any reliable opinion of what changes will be necessary. Likewise with the acreages that have already been reported for earlier groups of states, the previous estimates for which are repeated in this report, some acreage alterations may occur as a result of the March freeze damage but it is not now possible to estimate how extensive these changes will be.

**BEANS.**—Intention-to-plant estimates of snap bean growers indicate a decrease of 8 per cent in the acreage to be planted in the second early group and decreases of 25 and 18 per cent, respectively, in the two intermediate groups. Combining the intended acreage in these states with the previously reported harvested, planted and intended acreage in the fall and early states, there appears to be an increase of 2 per cent over last year's acreage. The states reported to date had 85 per cent of the total commercial acreage reported for shipment in the United States in 1931.

**SPINACH.**—Preliminary reports from the second early group of states point to a decrease of 14 per cent in the acreage planted for the spring crop of spinach. Arkansas, Illinois, and Virginia have reduced their plantings about one-fourth below last year while Maryland and Missouri have increased theirs 17 and 10 per cent, respectively. Other states in the group appear to have the same acreage as in 1931. The total acreage for states reported to date and representing 86 per cent of the 1931 acreage, is 11 per cent greater than the 1931 acreage. To date, there have been very few reports of serious freeze damage to spinach in the Southern states.

#### TRUCK CROP SHIPMENTS

Shipments of fruits and vegetables recovered from the previous week's slump which had been the result of unseasonable weather and low temperatures in most shipping sections. The combined carlot movement of 28 commodities amounted to 17,960 cars, compared with 13,700 for the preceding week.

Tomatoes from South Florida were becoming more plentiful, with 416 carloads from that section during the week and 285 cars of imported tomatoes arriving from Mexico and Cuba.

California asparagus movement was getting under way with 200 cars loaded during the week, but was still much lighter than a year ago. Freezing weather delayed the opening of the asparagus season in South Carolina and Georgia.

Strawberry shipments were light from both Florida and Louisiana, although the Louisiana crop was apparently not damaged as severely by the freeze as early reports indicated. Only 60 cars of berries moved out of the two states during the week, compared with more than 200 from Florida alone a year ago.

Total forwardings of cabbage were only 688 cars of both old and new stock, compared with more than 1,100 cars during the same week of last year. Texas shipped 290 cars, California 115, and Florida 84 cars of new crop, while New York loaded 126 cars from storages of the old crop.

## CARLOT SHIPMENTS

Commodity	Mar. 13-19 1932	Mar. 6-12 1932	Mar. 15-21 1931	Total this sea- son thru Mar. 19	Total last sea- son thru Mar. 21	Total last season
Apples, total .....	1,646	1,183	1,343	92,819	102,302	109,794
Western states .....	916	652	916	40,857	60,558	66,538
Eastern states .....	730	531	427	51,962	41,744	43,256
Asparagus .....	204	93	368	324	630	3,806
Beans, snap and lima:						
Domestic .....	125	163	112	5,717	2,338	9,343
Imports .....	14	16	9	216	130	161
Beets .....	58	1	63	603	600	1,643
Cabbage:						
1932 season .....	562	497	988	6,190	8,234	37,682
1931 season .....	126	55	116	37,682	38,024	38,204
Carrots:						
1932 season—						
Domestic .....	247	193	262	3,381	4,719	11,289
Imports .....	1	1	0	25	0	0
1931 season .....	55	23	51	11,289	11,852	12,437
Cauliflower .....	434	400	471	8,496	8,430	9,611
Mixed vegetables:						
Domestic .....	849	557	870	7,729	8,617	28,530
Imports .....	4	5	17	76	211	298
Pears .....	41	39	63	19,003	28,411	28,828
Peas, green:						
Domestic .....	137	79	157	738	1,476	7,177
Imports .....	14	90	5	1,232	1,337	1,344
Peppers:						
Domestic .....	67	53	53	1,288	1,177	2,818
Imports .....	6	7	11	88	350	360
Spinach .....	353	467	413	6,031	6,953	9,767
Tomatoes:						
Domestic .....	416	289	136	2,840	1,736	27,848
Imports .....	285	197	303	2,325	3,629	5,983

## WHOLESALE PRICES IN FEBRUARY

The index number of wholesale prices computed by the Bureau of Labor Statistics, showed a decrease from 67.3 for January to 66.3 in February, a decrease of nearly  $1\frac{1}{2}$  per cent. This index number, based on the average prices for 1926 as 100, showed a decrease of approximately  $13\frac{1}{2}$  per cent when compared with February, 1931, which had an index number of 76.8. Price averages for canned peaches and canned pineapple were higher than in the month of January.

## CANNED MILK PRODUCTION AND STOCKS

Stocks of evaporated milk in manufacturers' hands on March 1 were about 8 per cent less than the February 1 stocks and about 42 per cent less than the stocks held in March, 1931. Production of evaporated milk increased about 5 per cent over that of the month of January. Condensed milk stocks show a decline of approximately 18 per cent from the previous month, and production of condensed milk declined about 21 per cent from February. The following table gives the stocks and production (case goods) as reported to the Bureau of Agricultural Eco-



nomics by manufacturing firms operating about 99 per cent of the factories:

	1932 Pounds	1931 Pounds	Change Per cent
Total stocks (case goods) March 1:			
Evaporated milk (32 firms).....	110,858,805	136,542,711	-14.42
Condensed milk (9 firms).....	7,467,102	13,050,026	-42.79
Total production (case goods) February:			
Evaporated milk (32 firms).....	98,536,521	106,394,003	- 9.00
Condensed milk (8 firms).....	5,065,425	9,880,023	-39.68

#### TOMATO PRODUCTS IMPORTS

Imports of canned tomatoes in February, 1932, increased approximately 4,400,000 pounds over those of February, 1931, and about 1,300,000 pounds over the preceding month. Tomato paste imports, however, decreased about 220,000 pounds when compared with last year, and showed a greater decrease of approximately 325,000 pounds from the month previous.

	Canned Tomatoes		Tomato Paste	
	Pounds	Value	Pounds	Value
1931				
January .....	5,011,727	\$198,377	706,143	\$62,736
February .....	7,375,831	235,570	873,380	75,765
Total .....	12,087,558	433,947	1,609,523	138,499
1932				
January .....	10,461,256	307,270	977,001	90,177
February .....	11,743,475	341,551	652,718	41,161
Total .....	22,204,731	648,821	1,630,409	101,338

#### POULTRY USED IN CANNING

The quantity of poultry used in canning during February, as reported by the U. S. Market News Service, is as follows, the figures for dressed poultry including dressed poultry and drawn poultry and having been converted to an undrawn basis, assuming a 25 per cent shrinkage in drawing:

	Quantities reported to date for February 1932 Pounds	Same-firm comparisons		
		February 1932 Pounds	February 1931 Pounds	Change in 1932 Per cent
Dressed poultry canned or used in canning .....	1,412,621	1,412,621	1,384,703	+2.01
Number of firms reporting....	29	29	29	29

#### INDEX OF WEEKLY LETTER

This week's issue contains an index of articles appearing in the Information Letter during the last half of 1931. The index is so printed that it can be removed by those who maintain a file of the Letter or have them bound, and placed immediately after the last number issued in December.

## EFFECT OF CITRIC ACID ON DEHYDRATED PRUNES

In connection with experimental work on canned prunes, announced in last week's Information Letter, the following table shows the results of a study on the effect of acidity in preventing losses from dehydrated prunes packed in syrup on November 5, 1929:

Date Examined	Per Cent Added Citric Acid on Basis of Dried Prunes			
	0.0 pH3.95	0.25 pH3.90	0.5 pH3.80	1.5 pH3.55
May 28, 1930	18	...	...	...
June 30, 1930	34	2	...	...
July 29, 1930	58	4	...	...
September 2, 1930	80	4	...	...
October 3, 1930	78	6	...	...
November 6, 1930	82	10	0	0
December 5, 1930	90	18	0	8
February 10, 1931				

## LICENSES FOR BEVERAGES SOLD IN MAINE

Attention has been called to the fact that the laws of the State of Maine require that each manufacturer of non-alcoholic beverages sold at retail in that state shall secure a license. This applies to all non-alcoholic beverages, non-alcoholic cereal beverages, non-alcoholic fruit juices (except apple cider) and carbonated beverages. The license must be renewed annually and expires on June 30 of each year. The license fee for each year is \$15.00.

Form on which application for a license should be made may be obtained of the Department of Agriculture, Inspection Division, Augusta, Me.

UNITED STATES AND ALASKA PRODUCE 75 PER CENT OF TOTAL  
PACK OF SALMON IN 1931

The United States and Alaska is producing an increasingly large percentage of the entire canned salmon supply of the world, according to information made public today by the U. S. Bureau of Fisheries. According to preliminary estimates, the United States and Alaska produced 75 per cent of the world pack in 1931, compared with 58 per cent in 1930 and 66 per cent of the average pack in the years from 1926 to 1930, inclusively.

According to the estimates, the world pack of canned salmon amounted to 9,018,121 standard cases of 48 one-pound cans, of which Alaska produced 5,403,811 cases, and the Pacific Coast States 1,336,234 cases.

The world pack in 1931 represented a 14 per cent decrease

compared with the previous year, but it was a decrease of only 8 per cent from the five-year average.

The pack was distributed among the various species of salmon as follows:

Humpback or pine, 51 per cent; silver or coho and Chinook or kind, each 5 per cent; the steelhead trout, less than one-half of 1 per cent, the Bureau of Fisheries report shows.

### BUSINESS INDICATORS

(Weeks ended Saturday; weekly average 1923-1925=100)

	1932			1931		1930	
	Mar. 10	Mar. 12	Mar. 5	Mar. 21	Mar. 14	Mar. 22	Mar. 15
Composite Index:*							
New York Times .....	60.1	†60.4		78.2	77.5	92.8	92.8
Business Week .....	58.0	57.7		81.5	81.9	95.6	95.4
Freight car loadings .....	60.0	58.3		77.4	†76.5	91.3	91.9
Wholesale prices (Fisher's):							
All commodities .....	63.1	63.3	62.9	76.0	76.0	90.7	90.9
Agricultural products .....	46.1	46.4	46.1	67.0	67.4	95.9	96.5
Non-agricultural products .....	66.2	66.3	65.8	78.7	78.6	88.4	88.3
Bank debits outside N. Y. City .....	69.8	69.3	78.1	102.6	89.7	129.0	116.2
Bond prices .....	90.5	91.5	89.9	107.7	107.8	107.0	105.9
Stock prices .....	73.7	79.2	78.3	168.2	166.9	236.5	233.1
Interest rates:							
Call money .....	60.6	60.6	60.6	36.4	40.5	72.7	93.9
Time money .....	79.1	80.0	84.8	48.7	51.4	94.3	100.0
Business failures .....	174.0	168.3	161.9	134.9	138.8	137.1	137.6

\* Relative to a computed normal taken as 100.

† Revised.

### CAR LOADINGS

	Total		Merchandise	
			L. C. L.	Other
Week ended March 12 .....	575,481	176,486	185,122	213,873
Previous week .....	550,439	196,581	191,498	171,360
Corresponding week, 1931 .....	733,580	267,237	220,329	246,014
Corresponding week, 1930 .....	881,308	356,892	252,271	272,145

### EMPLOYMENT IN FEBRUARY

In February, as compared with January, there was a decrease of 0.3 per cent in employment and an increase in earnings of 0.1 per cent in 16 major industrial groups, according to reports compiled by the U. S. Bureau of Labor Statistics from 60,252 establishments.

Three of these industrial groups—manufacturing, hotels, and canning—reported increases in employment of 1.2, 1.3, and 5.9 per cent, respectively, and increases in earnings of 2.1, 0.1, and 2.9 per cent, respectively. Three other groups—bituminous coal mining, telephone and telegraph, and crude petroleum producing—reported increases in pay rolls, coupled with decreases

in employment. The remaining 10 groups reported decreases in both items.

#### NEW LEAFLET DISTRIBUTED

Copies of the leaflet "Delicious Meals the Thrifty Way" have been mailed to all members of the Association. This is the sixth in the series of leaflets prepared by the Home Economics Division. Copies of the leaflet have been given a wide distribution, and are also being offered in connection with the advertising campaign.

#### REPORTS FROM CHAIN STORE INQUIRY TO BE AVAILABLE

The first report of the Federal Trade Commission's chain store inquiry is now available in final printed form and four others are soon to be released. "Scope of the Chain Store Inquiry," (Senate Document No. 31, Price 10 cents), is the first of the several phases of the inquiry to be printed. The four additional reports scheduled for release before March 15 are "Co-operative Grocery Chains," (Senate Document No. 12, Price 35 cents); "Wholesale Business of Retail Chains," (Senate Document No. 29, Price, 10 cents); "Sources of Chain-Store Merchandise," (Senate Document No. 30, Price, 35 cents); "Leaders and Loss Leaders," (price not yet known). These reports are available for the prices given from the Superintendent of Documents, Washington, D. C.

#### MARKETING RESEARCH GUIDE ISSUED

Available research material in the field of marketing which came to the attention of the Department of Commerce during 1931, and other years since 1925, is listed and described in the 1932 edition of "Market Research Sources," recently issued under the title "Market Research Agencies." Among the principal agencies whose research projects are described are government bodies, trade associations, universities, chambers of commerce, newspapers, magazines, advertising agencies, publishers of books, and trade directories, research foundations and individual businesses. Copies of "Market Research Sources" may be obtained for 30 cents from the Superintendent of Documents, Washington, D. C.

#### PRELIMINARY REPORT ON CANADIAN CANNED FRUIT AND VEGETABLE PACK

A preliminary report on the pack of fruits and vegetables during the year 1931 was prepared by the Dominion Bureau of Statistics and forwarded to the Department of Commerce by the

American commercial attache at Ottawa. A questionnaire was mailed to 220 individual plants requesting the quantity of fruits and vegetables canned during the year. Replies were received from 209 establishments, of which 151 were operating in 1931. Eleven plants had not been heard from at the time of writing this report. Some of these plants did very little canning in previous years, while in the case of a few others it would be safe to assume that they did not operate in 1931. The preliminary figures for 1931, therefore, include about 95 per cent of the total production of canned fruits and vegetables in Canada. The preliminary pack for canned vegetables in 1931 is given as 5,960,388 cases, as compared with 8,750,035 cases in 1930; for canned fruits, 734,531 cases are reported for the year 1931, compared with 927,838 cases in 1930.

#### NEW IMPORT DUTIES IN GERMANY

Under the authority to increase import duties against countries having no commercial treaty with Germany, and countries discriminating against German goods, the German Government has announced the limited application to imports from Canada and Poland, of a new category of maximum import duties, ranging from one-fourth to several times higher than the present autonomous (general) duty rates, to become effective April 1, 1932, according to cables received from the American commercial attache at Berlin, to the Department of Commerce.

The Canadian and Polish products affected by this measure include certain fresh and dried fruits, certain timber products, wood pulp and products, rubber footwear, and canned goods.

The new category of maximum import duties was decreed by the German Government on March 7, 1932, and may be applied to the products of non-treaty countries, of countries discriminating against German goods, or of countries terminating their commercial treaties with Germany.

#### BRITISH COLUMBIA SALMON INDUSTRY

Efforts of British Columbia canners to dispose of the salmon pack of 1930 and 1931 have not been entirely successful, according to information received from the American vice consul at Vancouver. According to recent estimates there are approximately 25,000 cases of sockeye, 180,000 cases of pinks, 70,000 cases of chums and 50,000 cases of other species of salmon still unsold and in storage in this Province.

It is reported that owing to the difficulties encountered in disposing of the catch in the last two years at a profit, operations during 1932 will be limited and production to a large extent restricted to sockeye and cohoes.

Owing to the preferential treatment, amounting to 10 per cent, which has recently been accorded in the United Kingdom to fish caught in Canadian waters, it is anticipated that shipments of canned sockeye and coho salmon from British Columbia to that market will show a decided increase. Cannery here, however, are said to be doubtful concerning their ability to compete on a profitable basis in Great Britain with Japan and Russia on such varieties as chums and pinks, inasmuch as a preference of 10 per cent on such grades is not sufficient to overcome the lower production costs of foreign competitors. In this connection, it has been intimated that efforts will be made at the forthcoming Imperial Economic Conference at Ottawa to have this preference increased to 25 per cent.

#### DESCRIBES METHODS FOR MAKING SEED GERMINATION TESTS

The Seed Laboratory, Bureau of Plant Industry, U. S. Department of Agriculture, has prepared a memorandum describing in detail approved methods for making germination tests of seed peas and beans. The memorandum describes the technique to be used in making tests in soil and in the "ragdoll" type of germinator. Directions are given for identifying seeds which while germinated would not develop into normal plants under field conditions. Special emphasis is placed on the interpretation of the "ragdoll" tests in terms of soil tests. This memorandum is being mailed at this time to cannery of peas and beans. Additional copies may be obtained from the Seed Laboratory, U. S. Department of Agriculture, Washington, D. C.

#### RETAIL PRICES IN FEBRUARY

Retail food prices in 51 cities of the United States, as reported to the Bureau of Labor Statistics, decreased from 109.3 for January, to 105.3 for February, or nearly 4 per cent, and about 17 per cent when compared with February, 1931, which had an index number of 127.0.

Price decreases of 2 per cent were reported for canned red salmon, canned pork and beans, canned corn and canned peas. Evaporated milk decreased 1 per cent. Tomatoes showed no change during the month.



EXPORTS OF CANNED FOODS IN FEBRUARY

Shipments of canned foods to foreign countries in February showed as a general rule, decreases, when compared with figures for the corresponding month last year. Exports of canned pork showed a marked increase, as did canned loganberries. Slight increases were recorded in condensed milk shipments and canned apples and applesauce. The following are the export figures as compiled by the Department of Commerce:

Articles	February, 1931		February, 1932	
	Pounds	Value	Pounds	Value
Canned meats, total	1,293,751	\$484,132	1,731,878	\$344,417
Beef	144,634	70,415	118,036	31,973
Pork	836,490	313,150	1,376,815	267,347
Sausage	112,327	30,585	91,234	18,534
Other	200,294	69,976	145,793	26,563
Canned vegetables, total	3,240,895	322,810	1,547,376	138,044
Asparagus	735,384	116,240	303,546	56,353
Baked beans, and pork and beans	776,367	37,808	300,910	19,860
Corn	278,060	25,011	154,355	8,877
Peas	444,185	40,483	205,400	16,082
Soups	550,609	64,183	110,097	13,324
Tomatoes	184,882	14,334	137,330	7,853
Other	264,802	24,745	179,639	15,095
Condensed milk	1,344,889	230,936	1,404,122	244,904
Evaporated milk	3,775,401	316,808	4,063,903	310,367
Canned fruits, total	22,319,763	1,904,269	18,300,908	1,239,197
Apples and applesauce	1,079,164	46,100	1,406,130	69,880
Apricots	1,460,146	126,082	1,091,934	77,154
Loganberries	57,527	7,600	286,910	17,945
Other berries	65,816	9,639	9,284	1,433
Cherries	58,477	8,633	42,761	5,077
Fruits for salad	2,527,288	340,441	1,490,344	166,006
Grapefruit	1,215,464	89,130	960,363	52,320
Peaches	5,535,042	429,504	4,031,629	261,974
Pears	7,997,770	605,047	7,550,951	479,416
Pineapple	1,988,000	208,902	1,312,414	97,339
Prunes	142,069	13,280	36,278	2,898
Other	193,000	19,905	81,970	7,755
Salmon	1,161,274	204,098	458,914	63,501
Sardines	5,272,323	317,769	3,035,406	181,070

BULLETIN ISSUED ON MOSAIC DISEASE OF BEAN

Investigations in the mosaic disease of the bean is the subject of a 71-page publication recently issued by the Agricultural Experiment Station of the Michigan State College at East Lansing as Technical Bulletin No. 118. The pamphlet discusses the history and distribution, economic aspects, symptoms and transmission of the disease, as well as other investigational aspects.

IRON CONTENT OF VEGETABLES AND FRUITS

The U. S. Department of Agriculture has recently issued a pamphlet dealing with the iron content of fruits and vegetables

as Circular No. 205. The pamphlet contains in tabular form a precise analysis of the percentages of iron in a large variety of common vegetables and fruits.

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